

PENSIONS
INVESTMENTS
LIFE INSURANCE



Irish Life

HELPING TO DRIVE YOUR INVESTMENT & PENSION BUSINESS

FOR FINANCIAL BROKERS ONLY



In September, we'll be launching a new wave of investment advertising. We'll be focusing on encouraging people to get comfortable investing and explore their investment options by taking the next step and talking to their Financial Broker.

In this campaign news you can find out about:

- Why we are number 1 for pensions & investments*
- How we are supporting your investment business with our Irish Life MAPS advertising and promotional campaign.
- How we are supporting your pension business with sales supports.

Read on for more information.

*Based on market share 2017

IRISH LIFE MAPS®

50,000
PEOPLE

over €3 billion
INVESTED

WHY WE'RE *No.1* FOR PENSIONS & INVESTMENTS

1 MORE PEOPLE IN IRELAND CHOOSE IRISH LIFE



Irish Life is the **Number 1 FOR INVESTMENTS**. We have the leading market share for unit linked investment sales – January 2017



Irish Life's investment manager (ILIM) now take care of over **€65 BILLION** for thousands of people across Ireland.



Irish Life manage pensions for **4,700 companies**. This includes the Irish employees of:

- **8 of the 10** biggest Irish companies (on the ISEQ)
- **7 of the 10** biggest U.S. companies (on the S&P500)



We paid out over **€4.5m** in pension payments to customers every week in 2016.

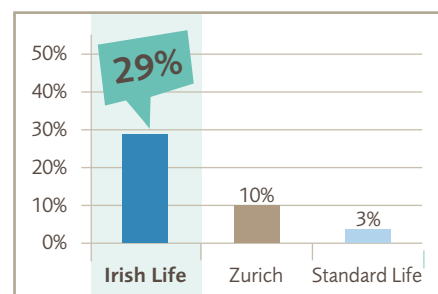


We have **over 350,000** pre-retirement pension customers in Ireland.

Ireland's *No.1* Pension Brand*



Customers are **3 TIMES** more likely to prefer Irish Life as their first choice for pensions, compared to our nearest competitor. Our research shows that your customers tend to buy from brands they trust and know.



*Survey researching 1st preference choice of pension providers.
Base: All 30-60 yr olds, ABC1C2's (RED C - June 2017)

2 OUR INNOVATIVE FUND OFFERING - IRISH LIFE MAPS



Choice through
a range of
funds



Aiming to generate
smoother,
long-term returns



Managing risk to
stay on track



Delivering peace
of mind

50,000
PEOPLE

HAVE ALREADY TRUSTED IRISH LIFE MAPS WITH

over **€3 billion**

Irish Life MAPS[®] in Numbers



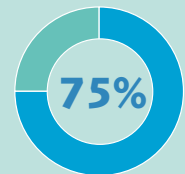
Ireland's most popular
retail multi-asset
portfolio funds

In the last year alone...

15,000
PEOPLE INVESTED

€1 BILLION
MORE IN MAPS
FUNDS MANAGED

That's
€20 MILLION
A WEEK ON AVERAGE



OF INVESTMENTS IN
Irish Life MAPS[®]
3 AND 4

Profile of Irish Life MAPS Customers

AVERAGE AGE
OF INVESTOR



54



38%
OF INVESTORS
UNDER 50

MEN/WOMEN
SPLIT



58% **42%**

1 IN 6
MAPS CUSTOMERS



HAVE BOTH A
PENSION AND AN
INVESTMENT PLAN

3 MULTI-AWARD WINNING INVESTMENT MANAGERS

Irish Life Investment Managers (ILIM) manage **over €65bn** on behalf of a wide range of clients from individuals to large multinational corporations, charities and domestic companies. They currently manage over **€10bn** in multi-asset strategies.

ILIM are MULTI-AWARD WINNING investment managers. They're recognised both domestically and internationally for their expertise, innovation and track record:



 INVESTMENT MANAGER OF THE YEAR, three years running at the Irish Pension Awards 2013-2015.	 ALTERNATIVES INVESTMENT MANAGER OF THE YEAR at the Irish Pension Awards 2014	 PASSIVE MANAGER OF THE YEAR at the Irish Pension Awards 2016.	 BEST INNOVATION IN FINANCIAL SERVICES at the 2016 Longboat Analytics Awards	 DOUBLE WINNER at European Pension Awards 2014 - BEST EQUITY and BEST PASSIVE MANAGER - Only European Investment Manager to win twice at those awards.
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Source: Irish Life Investment Managers - August 2017.

4 MAKING THINGS EASY FOR YOUR CUSTOMERS

MY ONLINE SERVICES

- our customer app gives 24/7 access to pension and investment plan details, fund factsheets, fund performance and payment details, all in one place.



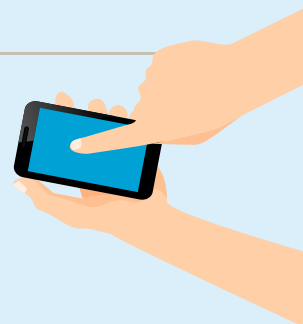
HIGH QUALITY CUSTOMER SERVICE

through our Dundalk based customer service team.



Score **9/10** for
'Helpfulness of our service staff'

Source: 1,600 customers surveyed December 2016-August 2017.



5 YOUR CUSTOMERS ARE IN GOOD HANDS



Helping people in Ireland plan their finances for **OVER 75 YEARS**.



Irish Life is **RATED AA** by Fitch for financial strength – March 2017. This rating shows a secure company with very strong capital reserves.



HELPING YOU DRIVE YOUR INVESTMENT BUSINESS



Our campaign will kick off on 18th September. The aim is to encourage people to 'Get Comfortable Investing' and focus on making investing easy.

Our campaign will include a range of media including TV, Radio, Online and Social.

We also have a range of support material available to promote the message "Get Comfortable Investing".

A new range of supports

CUSTOMER GUIDES

We've developed 3 customer guides to help you approach people who are interested in investing their money.

3 Steps to Comfortable Investing

- introducing our 3 step process to help people get started on their investment journey at irishlife.ie



A Quick Guide to the world of comfortable investing – a longer guide for the investor who wants to know more about the principles of investing and investments in general.



A guide for customers to consider the impact of leaving money on deposit and why they should consider investing as an option to grow their money.



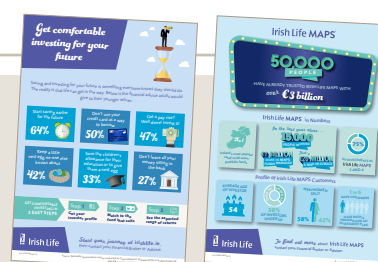
NO. 1 FOR INVESTMENTS

A very useful flyer why your customers can be confident when investing with Irish Life.



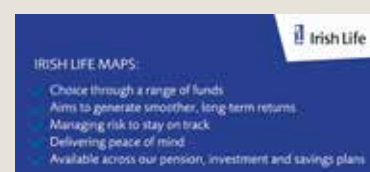
INFOGRAPHICS

A suite of infographics to encourage customers to get comfortable investing.



VIDEOS

Two new videos to make your customers aware that over 50,000 people have invested in Irish Life MAPs funds.



For more information about our campaign please visit blin.ie or contact your account manager.

HELPING YOUR PENSION BUSINESS

New sales supports to help with some of the top questions and concerns about pensions.

1 I WILL USE MY BUSINESS AS MY PENSION

A Pensions Guide for Business Owners - a simple guide to explain why pensions do make sense and can be a very tax efficient way for company owners to save for retirement.



2 SURELY I'M TOO YOUNG/TOO OLD TO START...

A Pensions Guide for all Ages - An easy to follow age based guide explains in simple terms how you can get started with your pension or keep on top of one you already have. It contains answers to some common asked questions and objections around pensions.



3 PENSIONS ARE COMPLEX

A Quick Guide to Pensions - to help explain why pensions make sense and to help guide customers to take the next step.



4 WHY SHOULD I CHOOSE IRISH LIFE...?

No 1 for Pensions Flyer – a new easy to follow flyer that explains in simple terms why Irish Life is the top choice for pensions.



Other Supports

VIDEOS

A range of pension videos that explain the benefits of having a pension.



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Irish Life

For more information about our campaign please visit bline.ie or contact your account manager.



Information is correct as of September 2017.

Irish Life MAPS® is available on our Pension and Investment plans.

Irish Life Investment Managers Limited is regulated by the Central Bank of Ireland.

Irish Life Assurance plc is regulated by the Central Bank of Ireland.
